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(54) **METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING CUSTOMIZED ADVERTISEMENTS**

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(51) **Int. Cl.**
G06F 15/16 (2006.01)
(52) **U.S. Cl.** **709/203**; 709/217
(58) **Field of Classification Search** 709/203, 709/217, 219, 224; 705/10, 14, 26, 27
See application file for complete search history.

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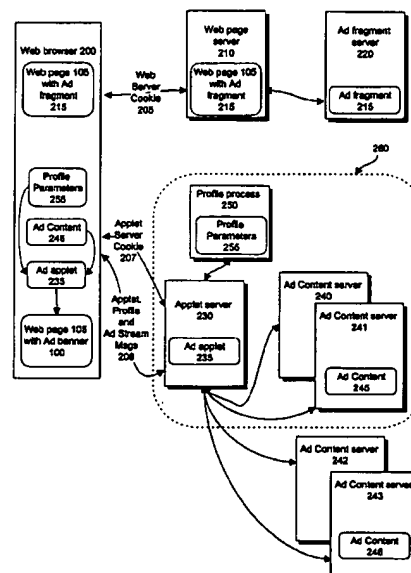
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(57) **ABSTRACT**

A method and apparatus providing for the construction of customized advertisement banners for Web pages on a client computer. The advertisement banners are customized based upon various factors including user profile information, technographic information, geographic information, demographic information and user interaction information. The information being either stored on the user's computer, server computers or obtained from the user's interaction with the Web page containing the advertisement banner. Once specific information is obtained, customized advertisement content is selected from Web server computers and the advertisement banner is dynamically constructed and displayed on the user's computer.

7 Claims, 4 Drawing Sheets

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TITLE: Method and apparatus for dynamically constructing customized advertisements

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US Patent No. - PN (1):

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Brief Summary Text - BSTX (4):

Advertisers now increasingly seek ways to entice Web users who are casually browsing by grabbing their attention or perhaps even ultimately engaging them in an electronic commerce transaction, without actually requiring them to perform other processes which are perceived as being cumbersome. For example, it is now quite common for most Web pages to contain "banner ads" that contain attention-grabbing multimedia effects. Such effects are typically enabled by **applet programs** that not only present elaborate images, but also present animated objects and sounds.

Brief Summary Text - BSTX (10):

More specifically, both a method and apparatus may be provided for creating customized advertisement banners for Web pages. The advertisement banners are customized for specific users based upon information about the specific user viewing the page or based upon other criteria by using an **applet program** which is within the context of the browser program running on the user's computer. The user is identified by either an identifier stored on the user's computer or from the user's interaction with the Web page containing the advertisement banner. Once user specific information is obtained, specific advertisement content is obtained from one or more Web server computers and the advertisement banner is dynamically constructed and displayed on the user's computer using that specific content.

Claims Text - CLTX (1):

1. A method for dynamically providing a visual representation of a customizable advertisement within the context of a browser program running on a client computer comprising the steps of: (a) downloading a Web page file from a Web server, the Web page file including at least one advertising fragment; (b) locating an advertising **applet program** on an applet server using the advertising fragment, the advertising **applet program** containing program logic specifying how to construct the customizable advertisement; (c) running the advertising **applet program** within the context of the browser program at the client computer to execute the program logic to construct the visual representation of the customizable advertisement; (d) determining run time specific information for constructing the customizable advertisement; and (e) using the run time specific information as input to the advertising **applet program** when constructing the visual representation of the customizable advertisement.

Claims Text - CLTX (4):

4. An apparatus for dynamically providing a Web page with a user specific advertisement banner on a client computer display comprising: a Web browser requesting a Web page stored on a Web server containing an advertising fragment; a reference to an advertising **applet program** on an applet server obtained using the advertising fragment; the advertising **applet program** constructing the advertisement banner on the client computer for display in the Web browser; run time specific information for constructing the customizable advertisement; and where the advertising **applet program** uses the run time specific information as input when constructing the advertisement banner.

Claims Text - CLTX (7):

7. A computer program product comprising: a computer usable medium comprising: a set of computer program instructions embodied on the computer usable medium, including instructions to: download a Web page file from a Web server, the Web page file including at least one advertising fragment; locate an advertising **applet program** on an applet server using the advertising fragment, the advertising **applet program** containing program logic specifying how to construct the customizable advertisement; run the advertising **applet program** within the context of the browser program at the client computer to execute the program logic to construct the visual representation of the customizable advertisement; determine run time specific information for constructing the customizable advertisement; and use the run time specific information as input to the advertising **applet program** when constructing the visual representation of the customizable advertisement.